



Euromonitor
International

Hot Drinks in Vietnam

November 2025

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EXECUTIVE SUMMARY

Inflation-driven trading down constrains volumes as health and regulation steer future demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Macroeconomic headwinds boost value but depress volume

Inflation, rising costs and trading down to budget hot drinks

Health and wellness remain a key driver of premium demand

WHAT'S NEXT?

Economic recovery and tourism expected to lift demand

Sugar tax to reshape portfolios and encourage healthier choices

Sustainability agendas gain prominence across the industry

COMPETITIVE LANDSCAPE

Nestlé leverages local production and investment to defend its lead

MacCoffee drives dynamic growth through activation and community engagement

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Innovation and fruit-flavoured coffee sustain interest

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Sustainable development will remain key

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

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Health-led innovation supports higher value sales

WHAT'S NEXT?

Steady growth outlook supported by healthier choices and regulation

Evolving tastes fuel demand for flavoured and speciality teas
Sustainability and regional development move up the agenda

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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